

# REDUCING THE COST TO THE CONSUMER

**Boston Store** PRICES TALK..... **Boston Store**

AND THE PEOPLE TALK ABOUT THE PRICES.....

103.105.107.109 E. DOUGLAS AVE.

WE CAN NOT win by thinking. We must act. We have the reputation for more push, more pluck, more goods and more bargains than any other store in Wichita, and thus should have the greatest trade of any Wichita store. We have that trade, and thus deserve the reputation. This week there's another broadside of bargains for shrewd shoppers to pick and pluck. And though our words speak loud, we want you to Come to Wichita's Department store, and witness that our actions speak still louder. Price pushers are being used in every department to clear the way for our Royal Relay of Holiday Stuffs, now almost ready.



## Shoes

Prices talk and this department is pre- to do some strong talking. Read every item, then if you do not see the point or understand the "language" call and let us interpret it for you.

We have about 90 pairs of Women's fine Serviceable Dongola Shoes in button style, plain or pattern leather tip toes, 2 1/2-6. These Shoes sold at \$2.50 per pair; they are not up to date in style but otherwise are as good as you could buy today for \$2.50; to clean them up we will place them on sale at.....

144 pairs Women's Kid Shoes, button or lace, 2 1/2-8, strictly up-to-date, but not so good as Shoes mentioned above. Also Men's all solid, Veal巴拉. Good, serviceable work shoe. Only.....

Men's Milwaukee Oil Grain Congress Crozier, sound as a dollar, for.....

Children's Kangaroo Cat School Shoes, button or lace, coin toes, 8 1/2-11.....

Misses' same as above, also Dongola Dress Shoes, either style, button or lace.....

If inside—ask to see these goods if you want to see the best the market affords for the price asked:

Ladies' hand welt Dongola Shoes..... \$250

Ladies' hand welt Dongola Shoes..... \$350

Ladies' hand turned Royal Purple Shoes..... \$400

Ladies' hand welt Chocolate Shoes..... \$250

Ladies' hand turned Dongola Shoes..... \$300

Ladies' machine sewed Dongola Shoes, all styles..... \$150

Ladies' Fat Ankle Shoes, button or lace..... \$175

Ladies' warm lined Dongola or quilted top Shoes..... \$150

Baby Shoes..... 15c

For Our Boys

Clothe them warmly; clothe them neatly; clothe them stylishly; clothe them cheaply from this Peerless Boys' Clothing Department.

Boys' Navy Chinilla Reefer Overcoats, brass buttons, well lined, well made in every particular, and well priced at exclusive clothing stores at \$2.50 to \$2.75. Better priced here at..... \$198

Boys' French Cloth Suits in brown, and grey granite mixtures, all wool, 4 rows Souths Braid on collar and cuffs square collar, buttons to match, lining in harmony, stylish, dressy. Worth \$5.00. Priced here tomorrow at..... \$398

Boys' Navy Serge Suits, late styles, only half wool, (no more, no less), cut on same patterns as higher priced goods, will wear well, and are good enough for the best boys to wear to school. Real \$2.00 suits..... \$139

## About Those Free Portraits

We are crowding our artists to their utmost capacity. It takes a week longer now to get our orders filled than it did when we first began. We give away our last pictures on December 15. Those holding tickets and wishing to get their portraits in time for Christmas should leave their orders as soon as possible. We give these Pastel Portraits away with every \$5 worth of merchandise.

## Rare Ribbon Values

100 bolts all silk, from our wholesale department, fancy stripes, plaids, etc., 5 inch width, worth 40c and 50c per yard..... 25c



## Stylish Mackintoshes

Rich and Unusual Values

Just here from France purchased early last summer previous to the higher revenue tax. In Navy and the new Browns, double texture; storm capes, velvet epaulets, inland velvet collars inside weave in tartan plaids, stylish, dressy and durable. Passed upon by shrewd shoppers as peerless at our price of..... \$500

## Our Millinery Trade is Booming

No other words can express better the output of our Millinery department. The demand upon us has been enormous. We have more trimmers now than in any previous season. Hats bought here are as stylish as you want them, and we keep the price down.



## RAPID DRESS GOODS SELLING

The surprising success of this department is reaching all ears. People that didn't know before, are now beginning to talk. People that didn't know before are now convinced. Rapidly, has this department come to the front as the leading dress goods stock of Wichita. In our Black Goods Department can be seen the Soliels, the Crystal Corda, the Bengallines, the lustrous Brocades from Priestley's, and the Gold Medal Celebrated Looms, \$1.00, \$1.25, \$1.50, \$2.00 we price them here, while slower stores will ask you one-fourth more. Our colored fabrics have kept even strides with the Blacks. We claim that our lines of \$1.00, \$1.50, and \$2.00 French Novelties are the choicest in the city.

## Black Goods Specials

5 pieces 50-inch Black French Serge, all wool, firm, smooth and durable; cheap at 60c. Tomorrow..... 32c

6 pieces Brocade All Wool Lizard Cloth, 46 inches wide, stylish and dressy designs; 75c fabrics. Tomorrow..... 49c



## SILKS

Choice of 38 pieces Fancy Weaving and Trimming Silks, in brocade, glaze and changeable weaves. An extensive array of all the brilliant colorings of the season; worth 85c and \$1.00, at..... 68c

## Colored Goods Specials

10 colorings in all wool German Henrietta, 46 inches wide; lustrous finish. You will pay a dollar for it later. Tomorrow..... 52c

4 pieces 54-inch All Wool and Silk and Wool Street Suitings, dark and light mixtures, heavy cloth effects; actually worth 75c. Tomorrow..... 47c

## GLOVES AGAIN

Our glove sale of last week was quite a success. Many ladies who could not or did not avail themselves of last week's opportunity will have a chance tomorrow. A rich assortment of Mousetails in black and colors, all sizes; genuine \$1.75 gloves. Tomorrow..... 69c

## Mrs. Eaton Our Dress Making Department Manager

Is greatly pleased with the immediate steps that this department has made toward success. Just five days old and now rivaling the oldest dressmaking shops of the city. Mrs. Eaton has adopted a new and approved method of drafting which guarantees a perfect fit.

## Dainty Lace

Something new and pretty in refined table belongings. Four sizes, in Oriental lace squares and priced at..... 2 for 5c, 5c each, 8c, and 12c.

## Japan Contributes

Fancy Couch Pillows And Stand Covers



An unusual purchase of these wares direct from Yokohama, whereby we offer you this week 200 couch pillows of fancy Japan crepe cloth, in the beautiful and imitable designs peculiar to that progressive race and including 200 stand covers, in various plain tints, worked in lock stitch, applique designs articles that are ordinarily worth 40c and 50c all week..... 29c



## A Grand Jacket Value

This week our cloak department comes to the front in this wise: 15 black Boucle Jackets, fly box front, applique Kersey trimming, welt seams storm collar, heavy, stylish, warm. A quality not matchable short of seven silver dollars. As a trade promoter this week..... \$423



## Drapery Department

Replete with almost all that's good in popular priced stuffs. This week we offer you choice of five pieces of Oriental drapery, 30 in. wide, printed in gold leaf, and the rich tints and peculiar designs now so popular. Ordinarily priced at 15c. Tomorrow..... 11c



## A Few Fall Waists

Probably 25 in the lot, all samples—bought ten cheaper on that account. Roman Striped Percales and dark plaid cotton Serges, worth \$3..... \$123

## Elegant Comforts

24 Elderdown Comforts of soft silken and refined white batting. Bright flowered and soft. Shaded outside with plain colored dainty lining. Extra large sizes and ruffled edges. Tied with pretty zephyr yarn and worth \$2.50. Tomorrow..... \$187

## Men's Night Shirts

A Job—Outing Flannel 10 dozen Men's Outing Flannel night shirts. We sell them cheap because we bought them cheap. Actually worth \$1.25..... 68c

## Chewing Gum

4 Packages for 5 Cents.

## TIDY KITCHENS MADE MORE SO

by patronizing Wichita's Largest and Lowest Priced House Furnishing Stock, which just at present bids fair to coral this city's largest trade. Competitors claim that we sell the goods for less than cost. If we do, it's queer.

50 dozen new Brooms as good as any Wichita store sells for 15c..... 9c

20 dozen Imitation Cut Glass Water Pitchers..... 13c

5 dozen Japanned Tea Trays, fancy flowered centers..... 7c

4 dozen 14-quart Gray Granite Dishpans, largest size..... 33c

200 Tin Wash Basins, will go at the phenomenal price of..... 3c

5 dozen Austrian Cracker Jars, crushed strawberry tint..... 15c

3 dozen Solid Steel Slow Kettles, zinc plated, worth 60c..... 89c

A hoghead of Wooden Clothes Pins, 60 for 5c..... 10c

## Newer Stationery Department

recently restocked and now as complete as any. Priced away below the ordinary book store figures and qualities above reproach. Tomorrow 100 boxes Cream Enamelled Note Paper and Envelopes; superb quality and not shown elsewhere short of twenty cents per box. Here..... 10c

## Chewing Gum

4 Packages for 5 Cents.

Grand Sweepstake Millinery Sale Next Thursday, When We Will Sell \$2.00 Hats for 39 Cents.

See Them in the Window.

## AMUSEMENTS.

Crawford Grand E. L. Martling, Manager

ONE NIGHT ONLY. Thursday, Nov. 18.

The Only Original

OLE OLSON

The Original Cast. The Big Bicycle Contest. The Terrible Swindler. Up-to-date Prices: 25, 35, 50 and 75c.

Sale of seats opens Tuesday 9 a. m. at G. M. Howe's, 110 E. Douglas.

## Within Reach of All.



Who is there in Wichita who doesn't want such a picture as our new plating finish at \$2.50 a dozen?

Baldwin Leading Photographer of the Southwest. 118 East Douglas Ave.

## Safety Appliances.

Notice is hereby given that THE KANSAS AND COLORADO PACIFIC RAILROAD COMPANY has applied to the Interstate Commerce Commission for an extension of time beyond January 1, 1898, within which they are required to equip their freight cars with Automatic Couplers and Power or Train Brakes, under Sections 2 and 3, of an Act approved March 2, 1893, relating to the equipment of cars used in Interstate Commerce with such safety appliances, and that a hearing upon such application will be held at the office of the Commission in Washington, D. C., on December 1, 1897, at 10 o'clock in the forenoon.

At the hearing all persons interested for or against the granting of the relief prayed for will be heard either in person or by attorney, and they may file with the Commission affidavits, statements or arguments for or in opposition to said petition on or before such date. By order of the Commission. EDW. A. MOSLEY, Secretary. November 8, 1897. 154-491

## Money Talks.....

Famous Clothing and Shoe Co. 112 East Douglas

## Our Special \$4.95 Beaver Overcoat

Is a great success, and, while same far exceeded our expectations, has shown us what can be accomplished by the control of a special fabric secured under price, long before the tariff changes were in contemplation.

.....\$4.95

## THE GOLDEN EAGLE'S ... SUIT AND OVERCOAT SALE...

Is the Talk of the Town. The H., S. & M. Fine Suits and Overcoats is Doing the Work, as We Have Bought Them for 20 Per Cent Less Than Wholesale Prices. Just Think of It!

## OVERCOATS AND SUITS

\$3, \$5, \$7, \$8, \$10, \$12 AND \$15

THIS IS THE GREATEST OPPORTUNITY OF A LIFETIME.

We Have Just Received 100 Knee Pants Suits, Ages From 4 to 15 Years—A SNAP..... 68c

Men's Heavy Underwear..... 18c, 24c, 35c, 48c, 74c and 98c

THESE GOODS CANNOT BE BEAT FOR DOUBLE THE MONEY. — Men's and Boys' Heavy Caps 18c and Up.

GOLDEN EAGLE, 226-228 EAST DOUGLAS, CORNER LAWRENCE AVENUE. LARGEST CLOTHING STORE IN THE STATE. Don't Stop Until You Reach the Big Store.